

# 2012 GOVERNOR'S TRAILBLAZER AWARDS FOR WOMEN IN BUSINESSES

ROW 1: (seated) Diane Bisick, Ed Gersek Inc.; Yolanda James, Insider News Wisconsin; Sally Kujawa, Kujawa Enterprises Inc. (KEI); Donna Gray, Awards Mall/Total Awards & Promotions; Mary Van Lare, MJ Care Inc.; Kate Hill, Heartland Information Research Inc. ROW 2: (standing) Karin Lee-Fournier, Badger Trailer & Equipment Corporation; Jean Lee, Badger Trailer & Equipment Corporation; Marsha Lindsay, Lindsay, Stone & Briggs; Daphne Wilson, Zoe Engineering LLC.; Gov. Scott Walker; Dorothy Metz, 2100 Lathrop Inc. dba McDonalds; Kelly Starr-King, Drake & Company; LouAnne Berg, J&L Steel & Electrical Services; Lola Tegeder, James Imaging Systems Inc. NOT PICTURED: Kristine Sexton, Directions Marketing; Lorraine Gersek, Ed Gersek Inc.

Corporate Report Wisconsin congratulates the winners of the 2012 Governor's Trailblazer Awards for Women in Business. The awards recognize the rich legacy of women's business ownership in Wisconsin.

These businesses are the foundation of many communities and their exemplary leadership has inspired a new generation of women business owners. In August, a special 2012 Trailblazer Award was given to the Wisconsin Women's Business Initiative Corporation (WWBIC) for its 25 years of service providing quality business education and financing to Wisconsin's entrepreneurs and small business owners.

Congratulations to all of this year's winners!

#### **BUSINESS PIONEER AWARDS**

Honoring businesses that have been woman-owned for 25 years or more

#### Donna Gray | Awards Mall Total Awards & Promotions

Founded in 1977, Awards Mall follows a mission to provide high quality recognition and appreciation products, and has grown into one of the largest companies in its industry. www.awardsmall.com

#### Jean Lee & Karin Lee-Fournier

www.tksewisconsin.com

Badger Trailer & Equipment Corporation Badger Trailer & Equipment Corp., under the leadership of Jean Lee and Karin Lee-Fournier, descendants of the company's founders, has become a full service provider for trailer and transport refrigeration repair.

#### Lorraine Gersek & Diane Bisick Ed Gersek Inc.

Excavation, grading, site work and road building are just a few of the services provided by Ed Gersek Inc. Co-founded in 1963 by Lorraine and Edmund Gersek, the company has been woman-owned and operated since Edmund's death in 1980. Today it is owned by their daughter Diane M. Bisick who is the company president. www.gersek.com

#### Lou Anne Berg J&L Steel & Electrical Services

Lou Anne Berg started J&L steel in 1977 with her former husband. As a female business-owner, her colleagues note that she persevered with integrity and sound business decisions to earn the respect of her peers in the male-dominated steel erection and electrical services industries. www.jlsteelinc.com

#### Marsha Lindsay | Lindsay, Stone & Briggs

Marsha Lindsay's marketing expertise goes back to her founding of Lindsay, Stone & Briggs in 1978, while a graduate student at UW-Madison. She started applying her research in brand positioning strategy, and today companies from around the world seek out LSB to revitalize stalled brands and launch new products, brands and categories. www.lsb.com

#### Mary Van Lare | MJ Care Inc.

Mary (Jensen) Van Lare started MJ Care almost 35 years ago. Today it is one of the 10 largest women-owned businesses in Wisconsin with over 375 associates providing Medicaid billing programs for schools, long term care rehab, rehab staffing of Veterans Administration hospitals and rehab staffing in schools. www.mjcare.com

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#### Kristine R. Sexton | Directions Marketing

For more than 50 years, this full-service integrated marketing communications and packaging agency has been connecting clients' brands and services with their customers. Founded by Kristen Sexton's father, Russell Mueller, Sexton began working full-time for the agency in 1976 and bought it following her father's retirement. www. directions.com

#### Kelly Starr-King | Drake & Company

Drake & Company has been effectively placing Madison's professional workforce for three generations. The company's extensive involvement in the community has given them a firsthand perspective of the types of people it takes to make a flourishing business community. www. drakeandcompany.com

#### Lola Tegeder | James Imaging Systems Inc.

Lola Tegeder took over the leadership of James Imaging Systems Inc. after the death of her husband James in 1984. Under her stewardship, this family-owned provider of integrated document technologies has grown to serve an eight-county area. www.jamesimaging.com

#### Sally Kujawa | Kujawa Enterprises Inc.

Founded in 1964, Kujawa Enterprises Inc. is a full-service landscape management and snow and ice control company serving south-eastern Wisconsin. Sally Kujawa, co-founder and currently CEO and chairman of the board, has been recognized nationally as a pioneer in developing and using technology in the landscape industry. www.keiorange.com

#### Dorothy Metz 2100 Lathrop Inc. (McDonald's)

Dottie Metz started her career working in the family business — the McDonald's restaurant at 21st and Lathrop in Racine. Purchased by her husband Richard Metz in 1959, it was the first McDonald's in Wisconsin and the seventh in the nation. Today, Dottie Metz owns 2100 Lathrop Inc., which includes six area McDonald's, including the original restaurant.

#### SPECIAL RECOGNITION AWARDS

Nominated by the Wisconsin Women's Business Initiative Corporation (WWBIC), these businesses are recognized for their entrepreneurial spirit and their commitment to the community.

### Kate Hill | Heartland Information Research Inc.

Founded in 1999, Heartland Information Research has grown from a startup to serving clients statewide. The company offers management consulting and special project services to government agencies, owner-managed businesses and nonprofits. www.hirservices.com

#### Yolanda James | Insider News Wisconsin

In March 2012, Yolanda James became owner of the Insider News Wisconsin (INW), a free publication that targets the African American community in the Racine/ Kenosha area. For over 15 years, it has documented community events, reported on social issues and included feature stories and advertisements. www.insiderwisconsin.com

#### Daphne Wilson | Zoe Engineering LLC

Zoe Engineering was founded in October 1999 by Daphne Wilson. The company provides electrical power, instrumentation and plant automation engineering services to local municipal water/wastewater and power generation markets. It has expanded its services to include commercial, industrial, health care, and educational markets. www.zoeeng.com



## Congratulations to the recipients of the 2012 Governor's Trailblazer Awards for Women in Business.

Celebrating women's long history of entrepreneurship and deep roots in Wisconsin's business community. We are honored to recognize the success of these business leaders who brought their vision and talent to the marketplace at a time when few women did so – building our economy and carving a path for women business owners today.









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